

The Inside Scoop

□ KAUR and sports

What's on tap this week Goose? Well, how about Augustana University Radio? Otherwise known as KAUR. Oh, you mean the joke they keep calling Sioux Falls' only total album station--you ask? "Total nothingness" might be a better phrase if Augustana sports is your cup of tea. And that statement, I believe, is putting it mildly.

KAUR radio in the past three years has slid from being a fairly well followed and sports-minded station to virtual non-existence. The budget for sports broadcasting has been axed to a ridiculous level and to top it off, the equipment is totally archaic from top to bottom.

Having broadcast football games the past two years, I know. On several occasions the equipment, often during a broadcast, would become non-functional. Talk about frustrating!

More importantly, KAUR does future sports broadcast journalism candidates a disservice--not to mention the average student. Wrestling, intramural basketball and football, women's softball, baseball, and volleyball are totally ignored by the station. What would be wrong with allowing someone to gain valuable experience while performing a service to the college at the same time? Beats me. Broadcast, say, the intramural basketball championship game? KAUR would tell you to take a flying leap at a light socket. Then again, the equipment probably wouldn't work anyway. Does equipment become outdated after forty years? Not at KAUR.

I strongly feel there are a number of communication majors here who crave sports broadcasting experience. Unfortunately, they won't get it. Virgin Vinyl is much more important--right? I know everyone can't wait to get home tonight so they can tune in to 89.1 FM. Let's face it: KAUR has an identity problem. They aren't, in many people's minds, a "real" station. Funny then, how hard they try to act like one.

To be frank, sports broadcasting creates interest. If the station were to change its attitude a real-live following would develop. Those who could not make it to a game would listen in. (Let's be real. Very few people currently listen to KAUR for sports.) Other less popular sports would gain more support and following. People in the community and at Augie might very well tune in to hear how our two-time defending NCC championship softball team is doing. Presently, it is difficult at times for students to get to the Arena, Howard Wood Stadium, and the Sherman Park Softball Complex. Wouldn't more broadcasts be just plain good for the school? Then again, no broadcast, plus no quality, equals no listenership.

Better sports coverage means a better following. A better following means more money. More money means better facilities and athletes. And it goes on and on.

In conclusion, I might say KAUR does do the bare minimum of basketball and football games. The ship has not been, by any means, totally abandoned. Just doing the minimum is a crying shame though. Augie athletics is really only as good as its coverage. Unfortunately, the station has only been kidding itself. Sports coverage? KAUR isn't even in the ballpark.



**Carl "Goose"
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